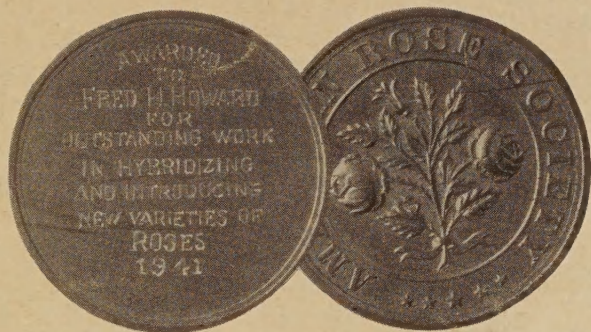


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



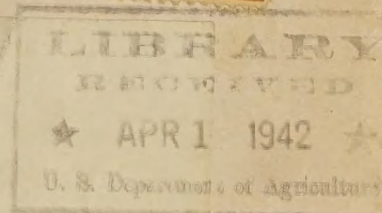
NEWS FLASH

The American Rose Society, at its 1941 fall meeting, awarded Mr. Fred H. Howard, President of Howard & Smith, Inc., the Gold Medal for his outstanding originations of Roses which were his contributions to the gardens of America.

His latest achievement, the Rose "Heart's Desire," no doubt was an important contributing factor in the minds of the prominent rosarians' decision towards giving him this unique recognition for work well performed during the past twenty-five years.

The Rose "Heart's Desire" has received top rating by the All-American Rose Selections, Inc., over all other entries during 1941.

The International Rose Society, of Portland, Oregon, at its September meeting awarded this Rose the Gold Medal over 138 competing entries from all over the world.



U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY
Fruit and Vegetable Crops and Diseases
M. B. N.

GPO 8-3591

RETAIL PRICE LIST FOR 1942

HOWARD AND SMITH

Pioneer Originators of Better American Roses

1200 BEVERLY BLVD.

Los Angeles
Phone

ANGelus 13183

MONTEBELLO, CALIF.

Montebello
Phone

UNION 1-2735

THREE ALL-AMERICA WINNERS

APRICOT QUEEN

H. & S. 1940 U. S. Patent No. 464

A lovely combination of colors is to be noted in this glorious new Rose. Orange and apricot at the base of the petals, merging to salmony-rose and phlox-pink in the fully developed bloom is descriptive.

The bud is long pointed. The fully developed flower shows a regular, well placed petal arrangement.

A good strong grower, with handsome, leathery foliage which serves as a splendid foil to the perfectly formed buds and open bloom.

\$1.50 Each — 3 for \$3.75

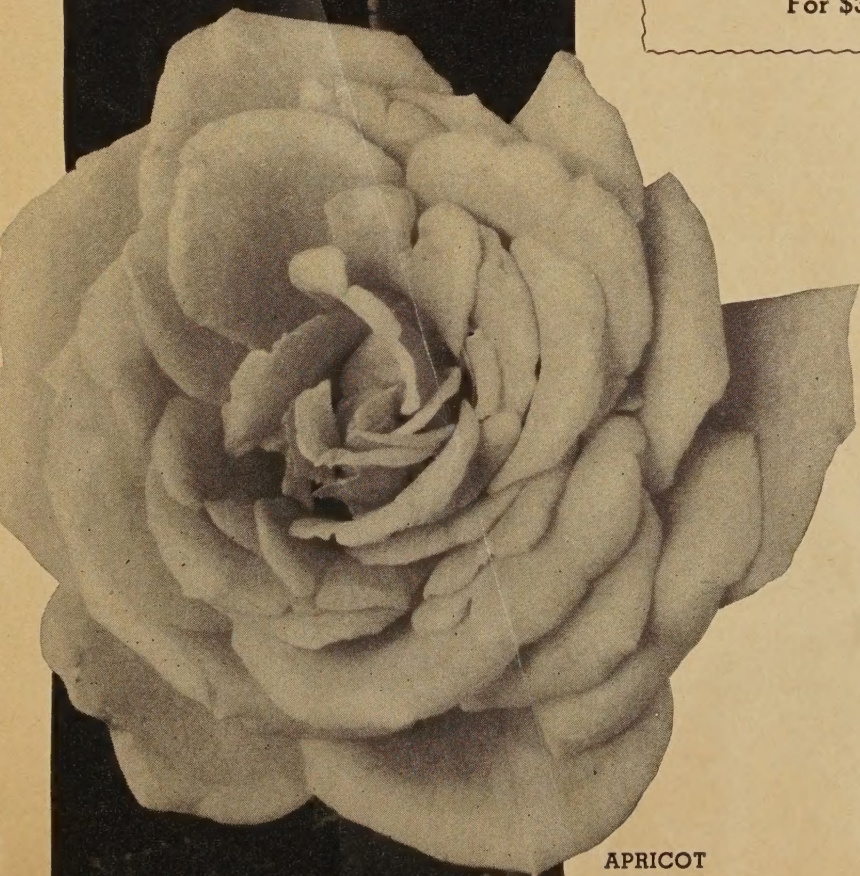
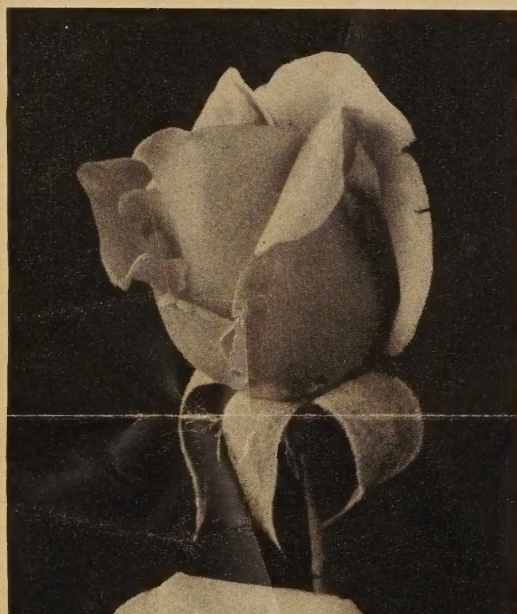
CALIFORNIA

H. & S. 1940 U. S. Patent No. 449

We regard this sensational novelty as outstanding among the numerous varieties we have contributed to the Rose world through our efforts in plant breeding.

The color is a glorious shade of ruddy orange toned with saffron yellow, with the exterior of the broad petals overlaid with Saturn rose—a dual tone effect of indescribable richness and beauty. Buds long and pointed flowers of enormous size, reaching a diameter of five to six inches. Growth vigorous, with healthy, glossy green foliage.

\$1.50 Each — 3 for \$3.75



**APRICOT
QUEEN**

SPECIAL OFFERS

COLLECTION A

One Plant Each of
California

Apricot Queen

Charlotte Armstrong

For \$3.75

COLLECTION B

One Plant Each of
California

Apricot Queen

Charlotte Armstrong

Heart's Desire

For \$5.00

COLLECTION C

One Plant Each of
California

Apricot Queen

Charlotte Armstrong

Heart's Desire

Santa Anita

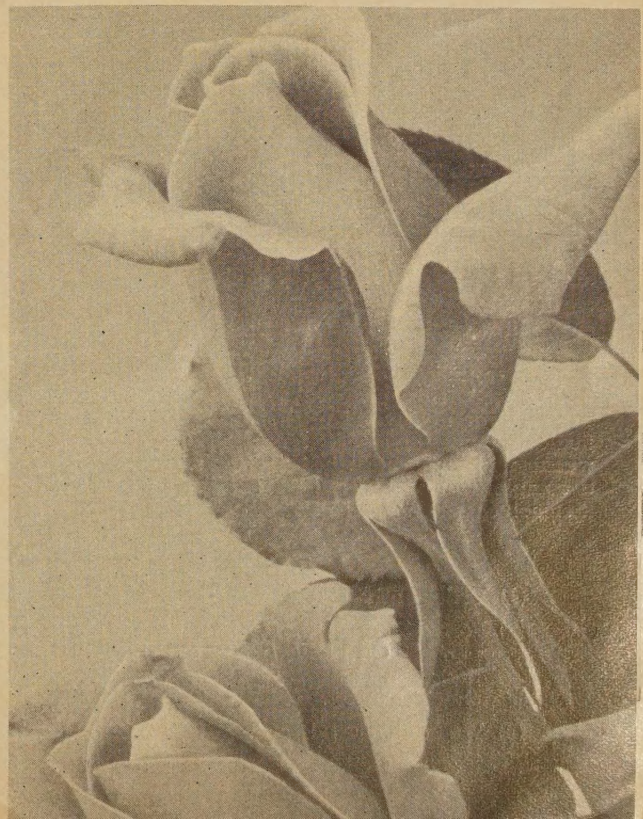
For \$5.85

CHARLOTTE ARMSTRONG

U. S. Patent No. 455
Armstrong 1940

A Rose of a most unusual color, blood-red in the bud, opening to cerise in hot weather and to spectrum-red in cool weather, while the beautiful shape and extreme length of the buds, with its long clasping sepals and the extreme floriferousness and vigor of growth and large, luxurious foliage, make it a most satisfactory Rose in all respects. The flower is 3 or 4 inches in diameter, high-centered, never showing the center. The flowers are very lasting, the fragrance is moderate. The plant is extremely vigorous, semi-spreading to upright and is continuously in bloom, producing flowers singly and occasionally in clusters, while the foliage is leathery, semi-glossy, deep green and highly resistant to mildew.

Each \$1.50 — 3 for \$3.75

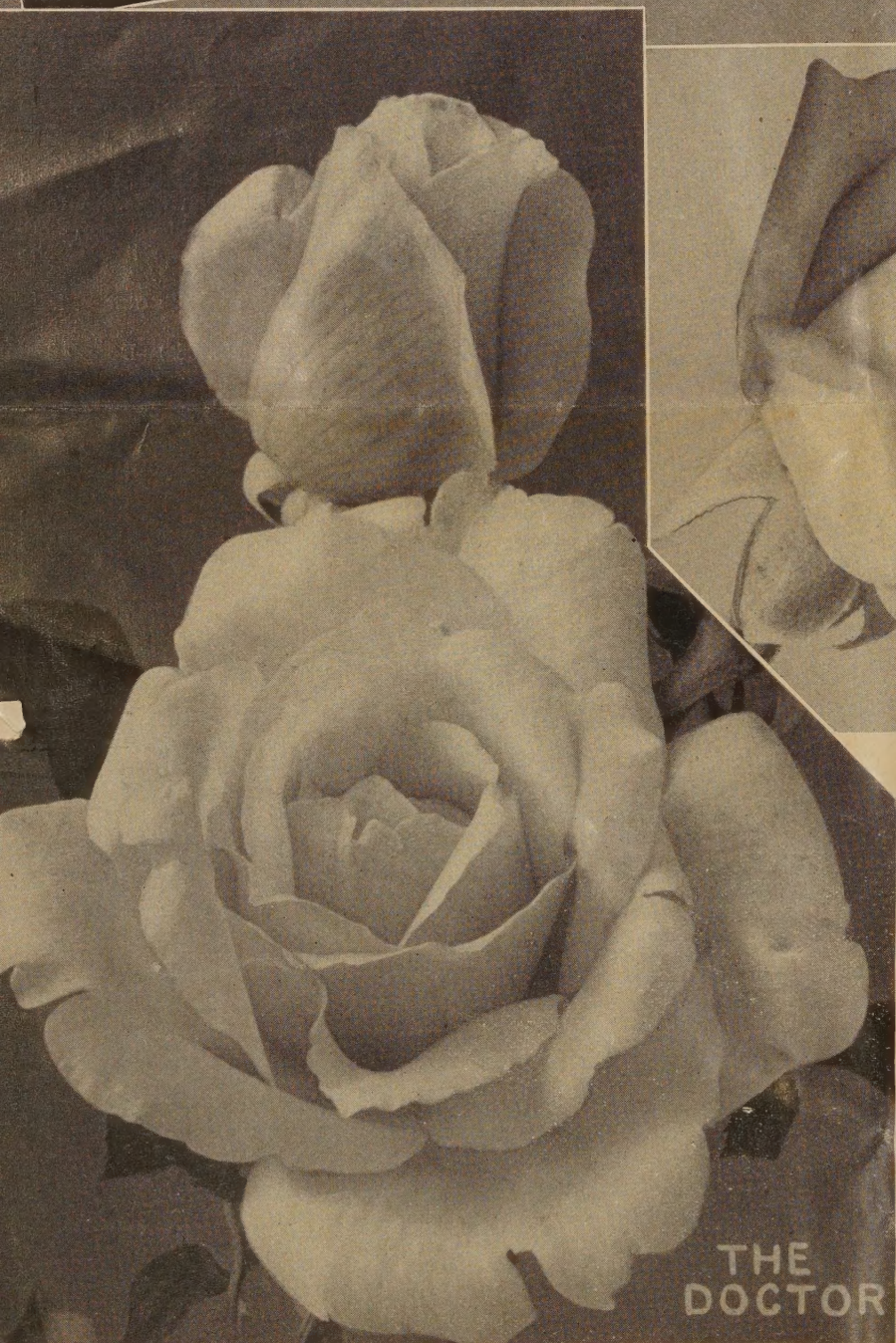




Mrs. E.P. THOM



TANGO



THE DOCTOR



LOS ANGELES

New for 1942

DIANTHUS HYBRID

Old Spice Pink

A greatly improved old-fashioned Carnation that blooms from early spring till late fall. Intensely fragrant. The flowers a pure salmon-pink. Grows very compact. Especially suitable for border and low bedding.

50c each — 3 for \$1.25

All-America H. and S. Tree Roses

Heart's Desire—winner for 1942

California—winner for 1941

Apricot Queen—winner for 1941

We have a very limited number of fine strong plants of the above 3 varieties in tree rose form, with heads 12" to 18" across.

\$3.00 EACH - 2 FOR \$5.75

productiveness, growth, or any other matters of similar nature of the plants, bulbs, and seeds we send out and will in no way be responsible for the crop.

(3) We deliver all orders free of transportation charges in the metropolitan area of Los Angeles.



Howard and Smith

Gold Medal Roses

BUY AMERICAN BRED ROSES FOR GARDENS IN AMERICA

The Roses listed on this page and on the inside page of this bulletin, marked "H. & S.," are all originations of Howard & Smith. They have been distributed and planted in Rose gardens practically all over the world. Some of these Roses were introduced many years ago. The continued demand by Rose lovers for additional plantings is proof of their universally recognized quality. All of the Roses listed in the special offers on this page are two-year-old, low budded, dormant plants ready for delivery beginning January 1st, 1942.

SPECIAL OFFERS

Collection D

H. & S. Super-3

Pink Dawn	\$.75
Poinsettia	1.00
Tango	1.00

1 Each of the Above
3 Varieties for

\$2.30

Regular Value \$2.75

Collection F

H. & S. Collection Super-12

Los Angeles	\$.50	Tango	\$1.00
Rowena Thom50	Poinsettia	1.00
Mrs. M. V. Socha50	Burgundy75
Mrs. G. Chobe75	Mrs. E. P. Thom50
Contrast	1.00	Wm. F. Dreer50
The Doctor	1.00	Mrs. W. C. Egan50

1 Each of the Above 12 Varieties
Regular Value \$8.50

\$6.80

Collection E

H. & S. Super-6

Burgundy	\$.75
Contrast	1.00
Poinsettia	1.00
Tango	1.00
Mrs. E. P. Thom50
Los Angeles50

One Each of the Above
6 Varieties for

\$3.95

Regular Value \$4.25

Add 3% for Sales Tax in California. We Ship Anywhere in the U. S. A.

Turn to the inside pages for description of Roses displayed and listed on this page.



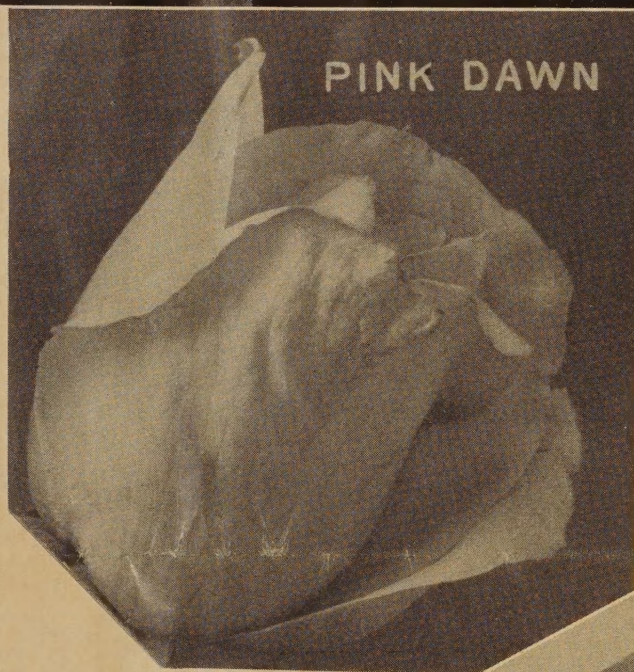
CONTRAST



Mrs. MABEL V. SOCHA



POINSETTIA



PINK DAWN

BE SURE

To plant at least one WILL ROGERS Rose in your garden this spring. The most fragrant floriferous dark velvety crimson rose today.

\$1.00 Each - 3 for \$2.50

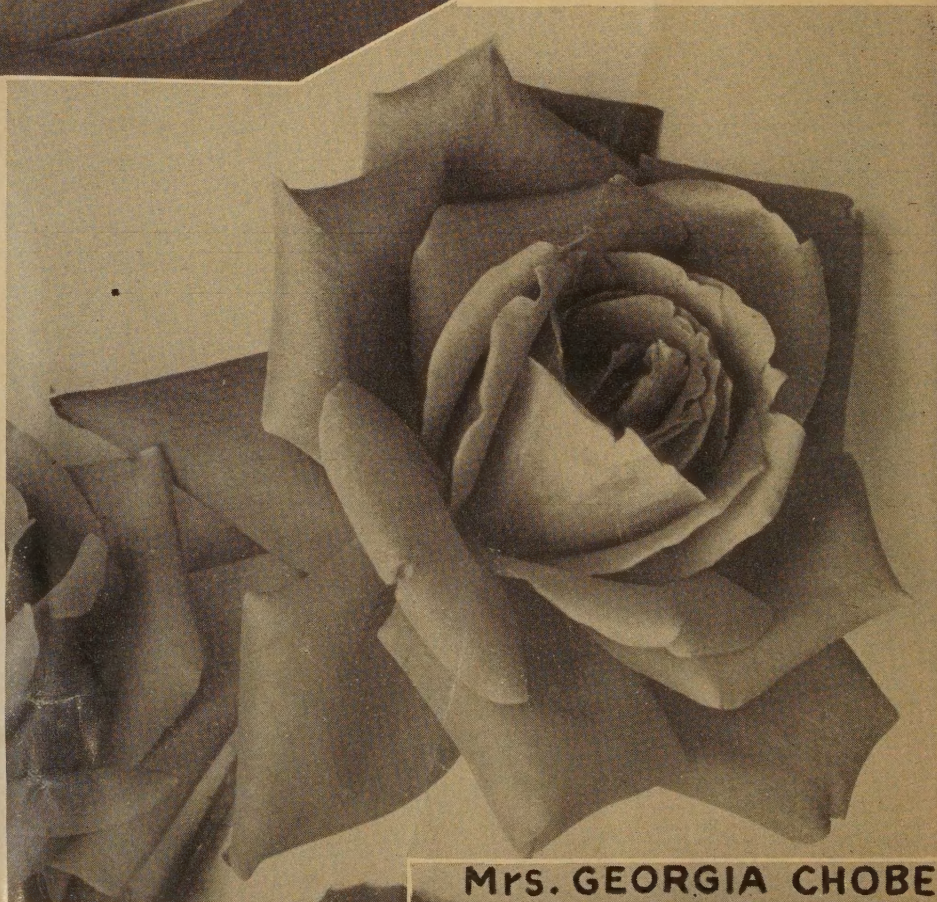
H & S Home Owner's Rose Garden

The H. & S. Superior Selection of California-born robust roses listed hereunder will insure home owners of a rose garden which will produce an over-abundance of flowers ranging from pure yellows to various pink and red shades for display in the garden as well as for cutting, beginning a few weeks after planting and continue to bloom throughout the spring, summer and fall seasons for many years to come.

3 LOS ANGELES. Ea.....	50c	3 MRS. GEORGIA	
3 MRS. E. P. THOM. Ea.....	50c	CHOBE. Ea.....	75c
3 MISS ROWENA		3 PINK DAWN. Ea.....	75c
THOM. Ea.....	50c	3 BURGUNDY. Ea.....	75c
3 MRS. LOVELL		3 POINSETTIA. Ea.....	\$1.00
SWISHER. Ea.....	50c	3 THE DOCTOR. Ea.....	1.00
3 MRS. M. V. SOCHA.		3 CONTRAST. Ea.....	1.00
Ea.....	75c	3 TANGO. Ea.....	1.00

These 36 Roses Sold Regularly for \$27.00 Now \$19.95

Postpaid Anywhere—Add 3 Per Cent for California Sales Tax



Mrs. GEORGIA CHOBE

nurseries are only 25 minutes' ride from downtown Los Angeles. Two main arteries reach Montebello (1) Olympic Boulevard (extension of Ninth Street) going east, or East Third Street to East Beverly Boulevard, Montebello. We have a complete assortment of trees, shrubs, perennials, annuals, etc., on display at our yards. We are open every day, including Sundays, from 8 A.M. to 5 P.M.

Perennial Phlox

NEW AND RECENT INTRODUCTIONS

In their new and vastly improved types these old-fashioned plants present as impressive and bright color displays in the garden as it is possible to conceive. For the herbaceous border they are indispensable, making a continuous show of surpassing beauty through the summer and autumn. Truly perennial in their nature the plants last several seasons.

ATLANTA (Patent No. 139)—Individual florets white, beautifully shaded pale blue. The eye is a deep blue. Flower heads immense, and carried on stiff 2½-3 foot stems. **50c each, 3 for \$1.25**

AUGUSTA (Patent No. 252)—A strong-growing plant of medium height, about 2½ feet when fully grown, with rich, bronzy green foliage and stem. Color is best described as brilliant cherry-red, intense and sparkling. **50c each, 3 for \$1.25**

ANNIE LAURIE—Rich deep salmon, large trusses. Very beautiful and growing to a height of about 3 ft. **40c each, 3 for \$1.00**

BLUE BOY—The nearest to a dark blue Phlox which has ever been developed. A good grower, of medium height. **40c each, 3 for \$1.00**

COLUMBIA (Patent No. 118)—The color suggests a delicate cameo-pink with faint blue shading at center. The clearness of tone is remarkable. The brilliancy is so pronounced that immediate attention is given to this wonderful plant. **50c each, 3 for \$1.25**

DR. KLEMM—A very distinct new variety of dwarf compact habit and healthy growth. The large individual flowers are white with a prominent diffused eye of rich violet. 18 in. **50c each, 3 for \$1.25**

EVA FOERSTER—Giant bright salmon-rose florets with large white centers, combining into immense trusses on dwarf compact plants. **50c ea., 3 for \$1.25**

HARVEST FIRE—Tall, vigorous, upright plants producing immense well-formed trusses of bright salmon-red flowers with distinct carmine eye. **50c each, 3 for \$1.25**

HAUPTMANN KOHL—Dark carmine red. Large flowering, robust grower. **40c each, 3 for \$1.00**

LEO SCHLAGETER—A grand and distinctive new Phlox of dazzling beauty. Light carmine scarlet with orange reflex. Bears immense heads of large florets. **25c each, 3 for 65c**

SPECIAL OFFER NO. 1

One strong dormant plant each of Phlox Atlanta, Columbia and Augusta, for **\$1.25**
Regular Value \$1.50

SPECIAL OFFER NO. 2

4 strong dormant plants each of Phlox Atlanta, Columbia and Augusta, **12 plants in all, \$4.50**
Regular Value \$6.00

SPECIAL OFFER NO. 3

One plant each of Annie Laurie, Blue Boy, Dr. Klemm, Eva Foerster, Harvest Fire, Hauptmann Kohl, Leo Schlageter, Marie Louise, Leuchtfeuer, Painted Lady, Rosea Superba and September Glow, **12 plants in all, for \$3.75**
Regular value \$4.75

MARY LOUISE—Pure white heads of unusually large size, reminding one of Carrara marble, the individual flowers are twice as large as other white Phlox. A perfectly beautiful variety. **50c each, 3 for \$1.25**

LEUCHTFEUR—An outstanding variety with immense heads of bloom well displayed on vigorous dwarf plants. Individual bloom of unusual size. Color deep salmon with orange glow. **25c each, 3 for 65c**

PAINTED LADY—The best of its type. Silver-pink shaded salmon with cherry red eye. 40 in. **40c each, 3 for \$1.00**

ROSEA SUPERBA—Soft pink with deeper pink eye. **40c each, 3 for \$1.00**

SEPTEMBER GLOW—A vivid shade of carmine red with an orange suffusion. A unique and distinct shade in Phlox. **25c each, 3 for 65c**

GENERAL COLLECTION

AUSTRALIA—Bears immense florets. A remarkable shade of crimson-purple. Height 2 feet.

ALBION—A vigorous growing variety, pure white, with pale pink eye. Height 2 feet.

B. COMTE—A beautiful shade of purple overlaid with crimson, with a very dark eye. Height 2 feet.

BACCHANTE—Dark rose with highly contrasting carmine eye. Height 2 feet.

BRIDESMAID—Pure white, with a well-defined crimson eye. Height 18 inches.

CREPUSCULE—White ground suffused mauve, eye rosy-purple. Height 2 feet.

ECLAIREUR—Deep wine red. Height 2 feet 6 inches. Novel and distinct color.

F. A. BUCHNER—Nearly pure white in color. Height 2 feet.

GEORGE STROHLEIN—Crimson red. Strong grower. Height 2 feet.

GEN. VON DIEDEM—Rich dark salmon scarlet. Immense heads.

GOLIATH—A tall growing large flowered bright orange-scarlet Phlox. Lighter in color than Vesuvius.

HENRY MURGER—Pure white, with a dark eye, a distinct and beautiful sort.

HERVOR—A pure even shade of rose with a white eye. Bears splendidly formed trusses.

LOUISE ABBEMA—White ground shot with rose. Florets of moderate size. Height 18 inches.

LA VAGUE—Florets of moderate size, borne in large trusses. A delicate shade of soft pink. Height 2 feet.

MME. MARIE KUPPENHEIM—One of the best dwarf pure whites. Height 15 inches.

MRS. JENKINS—One of the best pure white varieties in commerce. Height 2½ feet. Trusses immense.

OBERGARTNER REICHENAU—Bright rose. Strong, compact grower; extra heavy foliage. Height 2 feet.

PROF. SCHIELEMANN—A beautiful shade of lilac rose, trusses conical in form. Growth tall.

RYNSTROM—A superb shade of dark salmon-rose. Florets of immense size, growth compact. Trusses immense. Height 18 inches.



SELMA—A clear, bright rose highly relieved with a distinct carmine-crimson eye. Trusses immense. Height 2 feet.

VESUVIUS—A dwarf Phlox bearing large trusses of bright fiery crimson flowers. Height 15 inches.

WANADIS—A delicate shade of lilac the center of each floret having a bluish purple eye. Height about 18 inches.

WIDAR—An exquisite two-toned Phlox bearing florets of immense size. Color lavender, rayed with white.

Dormant field divisions, each 20c; 10 for \$1.80; \$16.00 per hundred.

These same plants can be supplied established in pots beginning April 1.

CULTURAL NOTE

Perennial Phlox should be planted early to establish them so they will grow with greater freedom. Although of the easiest possible culture they respond readily to good treatment. In general they delight in a light, rich loamy soil; and being gross feeders, require plenty of well-rotted manure worked into the ground . . . preferably some time prior to planting. They need abundant moisture in dry weather and should be generous-ly watered at the slightest sign of flagging.

SPECIAL OFFER NO. 4

One strong division of any 12 varieties listed in the General Collection . . . Your selection for \$1.95.

\$1.95

SPECIAL OFFER NO. 5

One strong division of each of the 24 varieties listed for \$3.80.

\$3.80

Field View
Howard & Smith
1941 Crop
Roses



CHOICE SELECTION—CLIMBING ROSES

BELLE OF PORTUGAL—Soft salmon-pink of exquisite daintiness. Each.....75c
BLACK BOY—Large semi-double flower of deep, velvety crimson, shaded blackish-maroon and over-laying fiery scarlet. Each.....75c
BILLY BOILER—A novelty Rose of dazzling red that makes a striking display. Each.....60c
BONFIRE—A rich cherry-crimson with a touch of scarlet, that suggests a blazing vine at first glance. Each.....60c
CAROLINE TESTOUT—Glistening silvery-pink with delightful fragrance. Each.....60c
CECILE BRUNNER—Immense clusters of dainty double flowers. Soft rosy-pink on a creamy-white ground. Each.....60c
CORNELIA—Rich strawberry color flushed with yellow. Nearly double flowers borne profusely in sprays. Each.....75c
CONDESA DE SASTAGO—Upper portion of petals intense vermilion-scarlet, reverse rich golden-yellow. Each.....75c
DAME EDITH HELEN—Pure, glowing rose-pink, with perfect buds and large flowers. Each.....60c
DAINTY BESS—Shell pink with a conspicuous bunch of crimson stamens. Each.....75c
DAILY MAIL SCENTED—Double, rich crimson-maroon. Each.....75c
DAY DREAM—Semi-double, apple blossom pink. Each.....60c
EDNAH THOMAS—Large, brilliant, double cutting Rose. Color salmon-rose. Each.....75c
ETOILE DE HOLLANDE—A brilliant crimson-red, and a strong, vigorous grower. Each.....75c
GOLDEN EMBLEM—Rich golden-yellow with carmine shadings. Glossy, bright green foliage. Each.....75c

HADLEY—Dazzling crimson-scarlet with shadings of crimson. Very fragrant. Each.....60c
HOOSIER BEAUTY—Deep, velvety red shaded almost to black. Large, fragrant flowers. Each.....60c
KAISERIN AUGUSTA VICTORIA—Soft pearly-white, tinted with delicate lemon in the center. Each.....60c
LADY ASHTOWN—A lovely shade of silvery-rose. Each.....60c
LADY SYLVIA—Beautiful shade of deep, rich yellow. Tremendous grower. Each.....75c
LAFAYETTE—Brilliant crimson-scarlet, borne in sprays of 40 or more. Each.....60c
LOS ANGELES—Flame-pink toned with luminous coral and gold. Each.....60c
LOUISE C. BRESLAU—One of the best of all copper-pink colored Roses in cultivation. Flowers of giant size. Foliage glossy green, mildew proof. Each.....75c
MISS MARION MANIFOLD—Large crimson-scarlet blooms of fairly full petalage and refined form. Each.....60c
MERMAID—Color pure sulphur yellow, with highly contrasting, deep amber colored stamens at center of flowers. Each.....75c
MRS. E. P. THOM—Rich buttery yellow which does not fade. Each.....75c
MRS. LOVELL SWISHER—Deep coppery-salmon at base, merging to salmon-pink at edge of petals. Each.....60c
MME. GREGOIRE STAECHLIN—Iridescent pearl-pink with splashes of carmine on the outer petals. Blossoms are richly perfumed. Growth strong and rapid. Each.....60c

PRESIDENT HERBERT HOOVER—Cerise-pink, flame, scarlet and yellow. Long pointed buds open to large flowers of fine form and exquisite fragrance. Each.....75c
PHYLLIS BIDE—Blossoms are small, with exquisite form and produced in long, loose sprays. Pale gold at the base, shaded carmine-pink toward the edges. Each.....60c
PAUL'S SCARLET CLIMBER—Vivid scarlet, shaded bright crimson. Flowers of medium size, semi-double. From 5 to 20 blooms on strong, much branched canes. Each.....60c
ROSE MARIE—Long buds and perfectly shaped blooms of a rich, shining rose-pink. Very fragrant. Each.....75c
ROTRAUT—Brilliant red. Climbing form of the popular Polyantha Rose of the same name. Each.....75c
TALISMAN—Shadings of gold, apricot, yellow, coral-pink, old-rose and orange. Long, perfectly formed buds and full, double blossoms. Each.....75c
THELMA—Color a soft coral-pink. Flowers semi-double and larger than those of most of its class. Each.....60c
VILLE DE PARIS—An excellent deep yellow. Remarkably free flowering. Each.....75c

NOTE: 10% discount will be allowed on orders of 10 to 24 assorted roses. 20% discount on orders of 25 assorted plants and over.
 Add 3% for California Sales Tax.

Patented Roses of Merit and Outstanding Recent Introductions

BURGUNDY (H. & S. 1939)—Color lustrous burgundy wine red. Bud of medium length. Flowers fully double. Vigorous and free blooming. Each **75c**

CARRIE JACOBS BOND (H. & S. 1936) (Plant Patent No. 158)—A lovely shade of coral-rose. Long pointed buds, double flowers of exquisite petal arrangement. Strong grower. Each **\$1.00**

CONTRAST (H. & S. 1937)—Exquisite bi-colored rose. The reverse of petals is milk white, with basal bronze shading, upper face a superb shade of orange rose. Each **\$1.00**

CRIMSON GLORY (Plant Patent No. 105)—Deep crimson. A beautifully modeled rose with large buds and full, delightfully fragrant blooms. Each **\$1.00**

GLOWING SUNSET (Plant Patent No. 104)—The color is a combination of orange-yellow and rose-pink. Long pointed buds, with large double flowers. Each **\$1.00**

GOLDEN STATE (Plant Patent No. 303)—A rich golden-yellow rose. Vigorous and free blooming, with a faint, clove-like scent. Each **\$1.00**

MAJOR SHELLEY (H. & S. 1939) (Plant Patent No. 447)—Deep scarlet. Well formed blooms with a high pointed center. Vigorous in growth and delightfully fragrant. Each **\$1.00**

MME. JOSEPH PERRAUD—Color intense deep orange. Long bud opening to perfectly formed blooms. Each **75c**

MRS. SAM MCGREDY—Coppery orange and scarlet, flushed with Lincoln red on reverse side of petals. Splendid grower. Each **75c**

MME. HENRI GUILLOT (Plant Patent No. 337)—Deep pink heavily veiled with reddish orange. Strikingly beautiful. Long, urn-shaped bud and large flower of about 20 petals. Each **\$1.25**

MRS. GEORGIA CHOBE (H. & S. 1937)—Lovely shade of soft, light pink. A rose of florious size and absolutely perfect form. Each **75c**

MRS. M. V. SOCHA (H. & S. 1935)—Rich lemon-yellow shade. Long pointed buds expanding to a large peony shaped bloom. Each **75c**

MCGREDY'S SUNSET (Plant Patent No. 317)—Outside of petals clear buttercup-yellow, tipped orange. Inside chrome-yellow flushed with scarlet as it opens. Flowers of medium size. Each **\$1.25**

PINK DAWN (H. & S. 1935)—Entrancing shade of salmon-rose, with bronze and rose at the base of petals. Each **75c**

PRESIDENT BOONE (H. & S. 1938) (Plant Patent No. 314)—Pure, rich crimson scarlet, very double. Delightfully fragrant. Free bloomer. Each **\$1.00**

POINSETTIA (H. & S. 1937)—One of the most brilliant red roses ever produced. Buds long and pointed. Fine as a cut flower. Each **\$1.00**

ROME GLORY (Plant Patent No. 304)—Large crimson-red buds, opening into full, well formed, fragrant, cerise-red blooms. Each **\$1.25**

REX ANDERSON (Plant Patent No. 335)—Handsome buds and roses of great size. Cream, turning pure white with age. Very vigorous with handsome dark green foliage. Each **\$1.25**

SIGNORA (Plant Patent No. 201)—Long bud of a warm burnt sienna opening to a lighter hue toward mandarin. Tall growing, long stems. Each **\$1.00**

TEXAS CENTENNIAL (Plant Patent No. 162)—A sport of President Hoover. Color is blood-red toning to cerise-red in center. Each **75c**

THE DOCTOR (H. & S. 1937)—Exquisite silvery pink, uniform in color both in bud and open flower. Long pointed bud, enormous bloom. Intensely fragrant. Each **\$1.00**

TANGO (H. & S. 1938)—A superb bicolor Rose. Upper surface of petals vermilion scarlet, reverse side bronze with old gold shadings at base. Buds and bloom of ideal form. Vigorous grower. Each **\$1.00**

THE CHIEF (Plant Patent No. 456)—Color flame, coral and copper, changing to a beautiful shade of orange pink as the flowers age. Large blooms on long stems, and a rich fruity fragrance. Each **\$1.00**

VICTORIA HARRINGTON—Uniform shade of velvety dark red, with a brick-red undertone. Long stiff stems and splendid foliage. Each **75c**

WILL ROGERS (H. & S. 1936) (Plant Patent No. 256)—A black velvety crimson-maroon, which holds its color until the last petal falls. Intensely fragrant. Blooms are quite double. Plants strong and vigorous. Each **\$1.00**

YELLOW CONDESA DE SASTAGO—Pure yellow sport of the original Condesa de Sastago. Strong grower, free flowering and deliciously fragrant. Each **75c**

Climbing Roses

INDIAN SUMMER (H. & S. 1938) (Plant Patent No. 448)—Wonderful shades of copper, old rose, strawberry pink, old gold, etc. Buds of exquisite form. Open flowers crinkled and ruffled. Foliage like leather and mildew-proof. Continuous bloomer. Each **\$1.50**

MAID OF GOLD (Plant Patent No. 246)—Buds of golden yellow splashed with red. Opens to large golden-yellow double flowers. Each **\$1.25**

MRS. PAUL J. HOWARD (H. & S. 1939) (Plant Patent No. 450)—Color a fine rich crimson, very fragrant and a full double flower. Vigorous grower. Each **\$1.50**

RUTH ALEXANDER (Plant Patent No. 178)—Rich cadmium-orange with the outer third of each petal a glowing peach-red. Vigorous, with strong canes. Fragrant. Each **\$1.25**

WILL ROGERS (H. & S. 1939)—A sport from the bush form and one of the most rampant growers of climbing Roses. Bears quantities of black-velvety crimson blooms throughout the entire season. Each **\$1.50**

PATENTED PLANTS

All patented plants offered in this catalog are sold by us under License from the Patent owners, and it is understood and agreed to by the purchaser that the asexual reproduction of patented plants is reserved by the Patentees and is strictly prohibited under the provisions of the Plant Patent Act.

Floribunda Roses

The Floribunda Roses have been especially developed for vigor, ease of culture, and mass color effects. They are disease resistant, of medium height, bloom almost continuously, and do not fade easily.

The flowers range from singles to the large full double types, and the clusters vary in size, often as many as 30 or 40 blooms to a plant.

Floribunda Roses should be planted in groups and masses of three or more of a kind. They may be used in the shrubbery border, for hedges, borders, and along roadsides. The flowers are lovely and striking for bouquets, and last well in water.

CROWN OF JEWELS (H. & S. 1936) (Plant Patent No. 149)—Lovely shade of deep coral rose. Blossoms as perfect and the same size as a camellia. Each **\$1.00**

FLUFFY RUFFLES (H. & S. 1935)—Lovely soft, silvery pink semi-double blossoms, displayed in compact trusses. Each **75c**

IMPROVED LAFAYETTE—Lovely, glowing red flowers in clusters, semi-double, open, fragrant. Vigorous bushy plant with soft green foliage.

SPRINGTIME (H. & S. 1936) (Plant Patent No. 268)—Light rose-pink of pure and even tone. A truly beautiful rose. Each **75c**

MRS. R. M. FINCH—The flowers are like Cecile Brunner, but a richer, pure rose pink.

ROSENEFFE—Flowers 2 to 2½ inches across, fully double. Color shell pink.

WORLD'S FAIR (Plant Patent No. 362)—Deep crimson. Blooms nearly 4 inches across, borne in large clusters. Each **\$1.00**

Tree Roses

Apricot Queen (Pat. No. 464)	\$3.00
California (Pat. No. 449)	\$3.00
Burgundy	\$2.00
Crimson Glory (Pat. No. 105)	\$2.50
Etoile de Hollande	\$2.00
E. G. Hill	\$2.00
Golden Dawn	\$2.00
Henrich Gaede	\$2.00
K. A. Victoria	\$2.00
Lucie Marie	\$2.00
Los Angeles	\$2.00
Margaret McGredy	\$2.00
Mrs. E. P. Thom	\$2.00
The Doctor	\$2.50
Will Rogers	\$2.50

NOTE: For color description see list of bush roses. Prices listed above are for tree roses established in cans. During January and February we can supply these tree roses in dormant plants. A discount of 25c per plant will be allowed on such plants.

NOTE: 10% discount will be allowed on orders of 10 to 24 assorted Roses. 20% discount on orders of 25 assorted Roses and over. (Add 3% for California State Tax.)

The Planting and Care of Roses

Some Simple but Important
Requisites for Success

Rose culture is an easy matter, with scarcely a chance of failure if a few simple requirements are complied with. No subject responds more generously to good treatment. Obviously the first essential is to obtain good, strong, low-budded, field-grown plants of select varieties, since a wrong beginning in this respect can be corrected only by starting anew, with loss of time, labor, money and enjoyment.

Care of plants upon arrival: As soon as you receive the plants remove the various materials in which they are packed for shipment, excepting, however, the damp sphagnum moss about the roots. This should be left on until the plants are ready for placing in their final growing quarters. If you live in a locality where the ground does not freeze, as for example certain portions of the Southern States or the lower latitudes of the Pacific Slope, the moss should be removed at once and the plants placed in the bed where they are to grow.

In the more northerly sections, where the ground is frozen and planting out impracticable, remove, as above all the packing except the moss around the roots and bury the plants to the tops in a cold frame. If a cold frame is not available, the dirt floor of an outbuilding, such as a shed or cool cellar, will answer. In any instance cover the plants completely with soil. Select a position where there is plenty of light, but not direct sunlight and no artificial heat whatever. As soon as Spring breaks and it is possible to work the soil, plant them out in the garden. If the plants are to be buried, as suggested in the preceding paragraphs, it is advisable to wrap them in a piece of ordinary window screen, to guard against the attacks of mice, etc.

Location of beds: Roses give the best results in fully exposed, sunny situations where free circulation of air is assured, and if possible, well removed from any buildings. It is inadvisable to plant them in even partial shade, as lack of sunlight induces leaf mildew in dull weather.

Soil: Much has been said regarding the soil best adapted to Roses, but our experience has been that they do well in almost any good, rich land with a strong preference for soils of a heavy nature.

Preparation for planting: Given that a suitable plot has been selected, we now come to the main essentials to success.

The soil should be trenched or spaded to a depth of not less than 18 inches, breaking all lumps, removing all stones, etc. This operation complete, spread over it three or four inches of rotted manure. Spade in, and when thoroughly incorporated, rake the bed to final grade.

Measure the distance apart plants are to be set, allowing two and one-half or three feet between them. At each designated point dig a hole 12 inches wide by 2 feet deep; place in the bottom 8 inches of well-rotted manure, preferably cow manure, if obtainable. Tread this firmly. On top of this put 6 inches of well prepared soil containing no manure whatever. Tread again to firm the layer of soil on manure. The remaining portion of the unfilled hole will now be ready to receive the plant.

If the Roses are in a dormant or bare-root condition, place them in the holes and carefully spread out the roots in as nearly natural position as possible, gradually filling in with fresh soil containing no manure. When the hole is completely filled, tread the soil around the plant as firmly as possible. Make a basin immediately surrounding the plant and water thoroughly.

Depth of planting: The accompanying illustration shows a fair sample of one of our strong 2-year-old budded Rose bushes. B denotes the point of insertion of the bud in the original wild stock. A, the depth that the plant should be set in the soil. C indicates the splendid root action to be noted in the class of Roses which we send out. The point A is about 3 inches above point B. Point A is the proper height the soil should reach when the plant is finally set.

Watering: With the exception of an occasional syringing to clean the foliage of dust, Roses should have little or no water overhead. Irrigation either by means of shallow trenches running along the rows or by an individual basin around each plant are the best methods. This puts the water where it belongs . . . at the roots.

In sections where there is small rainfall the plants should be kept moist during their entire growing season. After each watering a liberal but shallow cultivation of the soil will prove highly beneficial and will tend to retain the moisture in the ground.

It is almost impossible to make any hard-and-fast rule in regard to the frequency of watering, as at times the heat and consequent evaporation is greater than at others. The principal thing to take note of is to see that the soil is continually moist during the flowering or growing period. A mulch of well-rotted manure, 2 or 3 inches deep over the entire surface of the bed, will help check evaporation, saving water.

Pruning: The principal pruning should be done either just after the plants have finished Summer growth—say in the months of November or December, or in very cold sections just before the sap begins to rise in the Spring.

It is difficult to give the exact method of pruning, but it might be summed up as follows:

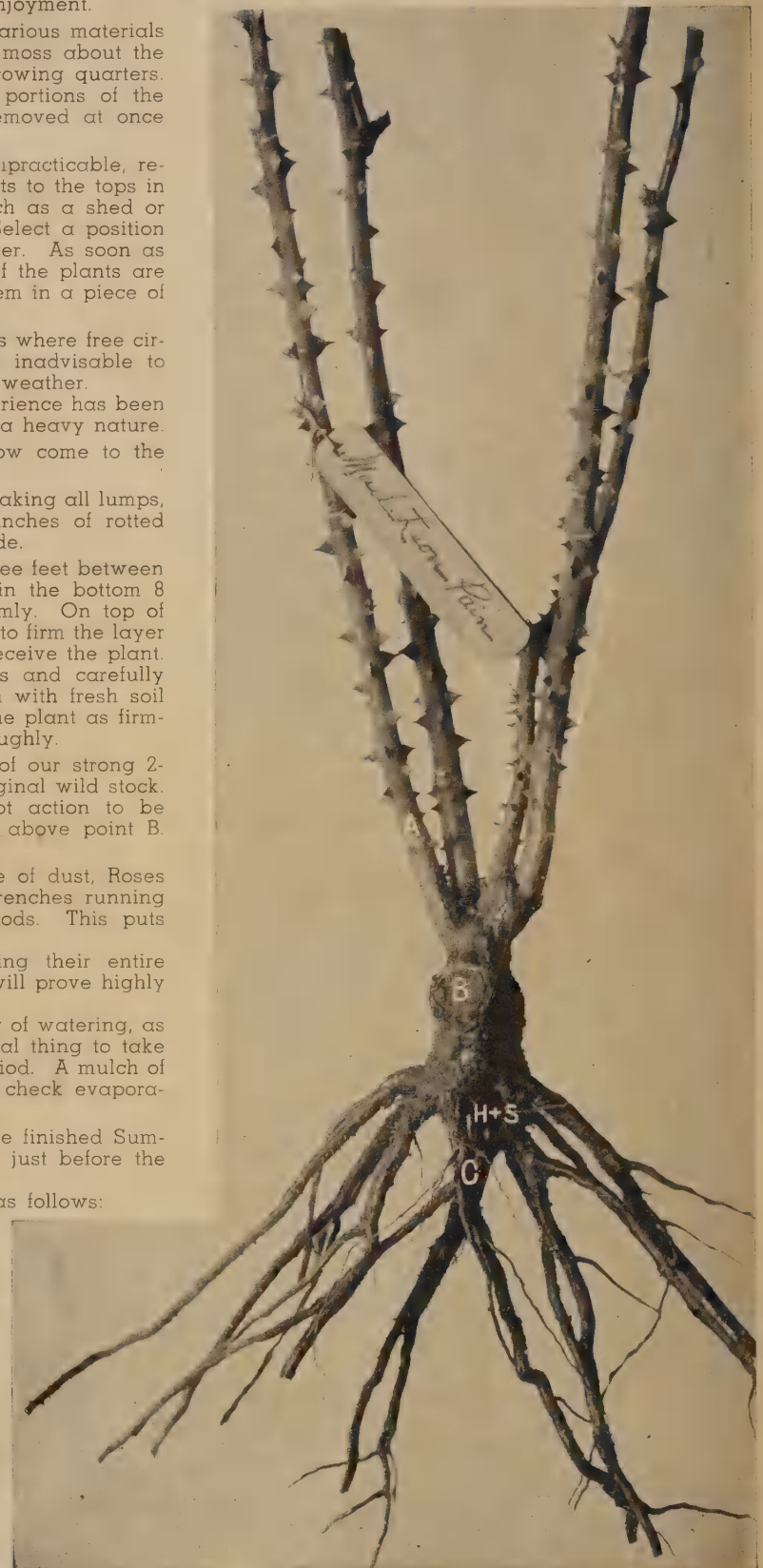
Remove all small twiggy growth, pruning back to strong, well-ripened canes which are well furnished with healthy, big dormant eyes. As a general thing, the entire top of the plant should be removed. The engraving shows a properly pruned Hybrid-Tea, a 2-year-old plant. As the plant ages it naturally will support more canes and should be pruned accordingly. Very drastic pruning is advised for exhibition blooms only.

Insects and Diseases: Roses are affected with various fungus diseases, pests, etc. But we will only treat of those which are most generally prevalent and give the most trouble. These are principally aphid or greenfly, mildew and black spot. For their control we have found nothing to equal the new preparation "Tri-Ogen." This preparation has a distinct advantage of exercising a complete control over nearly all of the diseases that manifest themselves in roses, particularly those referred to above. Spraying your roses with Tri-Ogen every two weeks will eliminate 99% of your rose growing troubles for it acts not only as a complete fungicide but also as an insecticide and is harmless to the plants themselves when used according to directions.

A WORD TO OUR CUSTOMERS

- (1) **Order early**—we often sell out on certain items early in the season.
- (2) **Forwarding of orders**—all flower seeds are postpaid at our expense. On plants, roots, and bulbs the purchaser pays all transportation charges. Unless otherwise requested, we will ship the cheapest way.
- (3) We deliver all orders free of transportation charges in the metropolitan area of Los Angeles.

- (4) **Parcel Post Shipments**—we advise forwarding all small orders and packages up to 20 pounds in weight by parcel post.
- (5) We pack all orders free.
- (6) Remittances may be made by check, postal money order, or express money order.
- (7) No shipments will be sent C.O.D.
- (8) **Non-warranty**—we give no warranty express or implied of the productiveness, growth, or any other matters of similar nature of the plants, bulbs, and seeds we send out and will in no way be responsible for the crop.



Choice Varieties of Proven Roses

AUTUMN—A beautiful shade of deep burnt-orange, overlaid in the exterior portion of the petals with scarlet and crimson.

CATALONIA—Buds are deep orange carmine, opening to a 50-petalled flower of velvety orange scarlet, very vivid and striking. A gorgeous big rose, strong grower, ideal for bedding.

CRUSADER—A rich red Rose, very double.

CHRISTOPHER STONE—Fragrant, free-blooming, one of the best of the new reds.

CONDESA DE SASTAGO—Upper part of petals intense vermilion-scarlet, reverse side rich golden-yellow. A good grower and very fragrant.

CYNTHIA—Splendid full flowers of a rich Oriental rose color. Free flowering.

DAME EDITH HELEN—Pure, glowing rose-pink, soft yet brilliant, with no other shade. Perfect buds and flowers of impressive size.

DAINTY BESS—A pleasing shade of shell-pink. Single flower of medium size, with delicately crinkled and wavy petals. A prolific grower.

DUQUESA DE PENARANDA—Large flowers of coppery apricot. Plants upright in growth with attractive, healthy foliage.

E. G. HILL—Flowers dazzling scarlet turning to a deeper pure red. A distinct orange glow at the base of petals adds to their beauty. Long buds and full double blossoms.

EDITH NELLIE PERKINS—Outside of petals Oriental red, cerise and orange. Inside salmon-pink. Fragrant, splendid form. Strong plants which bloom freely.

ETOILE DE HOLLANDE—Fairly full, brilliant red flowers. The most popular red garden Rose. Vigorous grower and free bloomer.

GYPSY LASS—A splendid novelty among crimson Roses. Exquisitely shaped, rich scarlet-crimson flower with maroon shading. Strong grower.

GOLDEN DAWN—The lemon yellow bud is heavily splashed with crimson before opening and develops into a well-formed, fragrant, double sunflower yellow flower.

GOLDEN EMBLEM—Rich yellow buds, stained red on outer petals.

GOLDEN RAPTURE—Lovely yellow buds open to large, shapely blooms of clear yellow which fades but little. Fine for cutting.

GRENOBLE—Beautiful scarlet-crimson flowers on long, strong stems. Vigorous grower and fine for cutting.

HADLEY—Dazzling crimson-scarlet with velvety-crimson shadings. Large, full flowers of rich fragrance, on long stems.

HOOSIER BEAUTY—A vigorous upright grower and constant bloomer. Deep scarlet with deeper shadings.

ISOBEL—A lovely single-flowered variety. Flowers are carmine flushed with orange-scarlet, gradually passing to pink. Fragrant.

INNOCENCE—Long buds open to large, pure white single blooms.

IMPERIAL POTENTATE—Large perfectly formed flowers of shining Rose Pink shading lighter on reverse petals. Fragrant. Strong grower.

J. OTTO THILOW—A rich glowing rose-pink of exceptional merit, with long pointed buds. Large, double flower.

KAISERIN AUGUSTA VICTORIA—Pure white Rose with long pointed buds. Medium sized, double, fragrant blossoms.

LADY FORTEVIOT—Bright yellow flushed with cardinal red. Flowers more or less semi-double.

LOUISE CATHERINE BRESLAU—Copper-pink. Buds medium length. Open flowers full and of giant size. Glossy green foliage, mildew proof.

LUCIE MARIE—Long pointed buds, deep yellow, with splashings of red. Open flowers slightly tinged with pink.

LOS ANGELES—A luminous flame-pink toned with coral and shaded to translucent gold at base of petals.

LORD CHARLEMONT—Large, well formed, deep crimson.

LADY MARGARET STEWART—Opening buds deep yellow, veined and splashed with shades of orange-scarlet. Flowers double, of pleasing form and deliciously scented.

LULU—Orange-red shaded with salmon-pink. Long buds and semi-double blooms. Beautiful in bud form.

MALAR-ROS—Very large double crimson scarlet. Strong grower.

McGREDY'S SCARLET—Brilliant scarlet. Base is orange, upper portions of petals lightly washed with deep crimson. Buds long and perfect. Fine for cutting.

McGREDY'S YELLOW—Flowers soft buttercup yellow, cup shaped, foliage glassy bronze.

MARGARET McGREDY—Orange-scarlet. Flowers extremely double and of beautiful form. Fragrant.

MME. JULES BOUCHE—A splendid white rose faintly tinted blush pink. One of the freest blooming of white Roses. Vigorous and fine for cutting.

MRS. JOHN BELL—Carmine, shaded lighter at base of petals. Large buds and full double flowers of unusual size and rich fragrance. A profuse bloomer.

MRS. E. P. THOM—Rich yellow which does not fade. Buds long and flowers full double, delightfully scented. One of the best garden yellow Roses to date.

MRS. AARON WARD—Tidy shaped little buds of golden buff. Attractive double tawny gold and pink flowers. Low growing.

MRS. LOVELL SWISHER—Color deep coppery salmon at base, merging to salmon-pink at edge of petals. Vigorous in growth and prolific bloomer.

MISS ROWENA THOM—The blossoms are large, perfectly double and fragrant, Oriental rose in color. Vigorous, free blooming.

MRS. W. C. EGAN—Two-tone shade of pink, ranging through deep flesh to gold at the edge of the petals. Free bloomer and vigorous grower.

POLLY—Long pointed buds, deep golden yellow flushed pink towards edge of petals. Flowers large and fine.

PRESIDENT HOOVER—Cerise-pink, flame, scarlet and yellow. Long pointed buds and large flowers. Very fragrant.

PICTURE—Velvety rose-pink. Flowers not very large, but perfectly formed and produced in profusion all through the season.

REV. F. PAGE ROBERTS—Inside of petals soft buff shading to a rich yellow at the base. Reverse a rich salmon shaded carmine and yellow. Vigorous grower.

RADIANCE—Color rich rose-pink. Long buds and flowers of enormous size. Fragrant and produced in great quantities on perfect stems.

RED RADIANCE—Bright cerise-red. Has all the good traits of its pink parent, Radiance.

SIR HENRY SEGRAVE—A big double lemon-yellow. Long pointed buds. One of the best yellows in the light colored section.

SISTER THERESE—Chrome-yellow buds marked with carmine, which open to daffodil-yellow flowers. Vigorous grower.

TALISMAN—Shadings of gold, apricot, yellow, coral-pink, old-rose and orange. Buds long and perfectly formed. Blossoms full and shapely. Vigorous grower.

VILLE DE PARIS—Rich buttercup yellow without a trace of any other color. Ideal for cutting purposes. Profuse bloomer.

WM. F. DREER—Deep golden-yellow, flushed and shaded deep peach and old rose. Vigorous grower and free bloomer. Fine for cutting.

Polyantha Roses

CHARMAINE—A most pleasing shade of unfading pink. Flowers large and double, borne on long stems. Foliage bright, glossy green, almost thornless.

CECILE BRUNNER—Large loose clusters of pink flowers all summer. Most popular of the old type pink baby rose.

PAUL CRAMPBEL—Brilliant orange-scarlet.

PINK LAFAYETTE—Pure rose-pink. Medium sized flowers, semi-double. Rich green glossy foliage. Vigorous and hardy.

MISS EDITH CAVELL—Small, semi-double flowers of scarlet red with darker shadings.

MARGY—The reddest of all the red Polyanthas. Flowers are really scarlet.

SUBSTITUTION—It is not possible to forecast exactly what the demand will be for any particular Roses in our list and sometimes certain varieties are sold out early in the season. When ordering, please state whether or not we are at liberty to substitute. We endeavor always to give equally good or better varieties than those we cannot supply, our aim being to please the customer in every instance. Obviously it is advisable to get orders in early.

Prices on all Roses on this page— Each, 50c; 10 plants, \$4.50; 25 plants and up, 40c each

We carry a full assortment of choice proven varieties of Roses in a lighter grade suitable for beds and mass plantings. They are all first quality plants that will bloom profusely a few weeks after planting. There are over 50 varieties to choose from. Come out and make your color selection from these fine varieties.
3 for \$1.00 — 10 for \$3.00 — 25 for \$7.00 — 100 for \$25.00



NEW SHASTA — MOUNT SHASTA

A beautiful pure white high-crested, full double Shasta Daisy, with a double row of overlapping guard petals four inches in diameter. Blooms continuously from late spring till frost time. Sturdy and erect stem 20 to 24 inches long.

Strong Plants Established in 4" Pots
Each 50c — 10 for \$4.50 — \$40.00 per 100

ESTHER REED

A lovely pure white double Shasta Daisy that has proven itself a winner for cut flowers. Blooms profusely from June until late fall. Stems 15 to 18 inches long.

Strong Plants Established in 4" Pots
Each 50c — 10 for \$4.50 — \$40.00 per 100

GIANT MARCONI

An ever-blooming Giant Double. Pure white flowers 5 to 6" across on 2 to 2½ foot stems.

Strong Plants Established in 4" Pots
Each 50c — 10 for \$4.50 — \$40.00 per 100

CHIFFON

Another everblooming Shasta. Distinctly different, yet also a great favorite with the florists. The pure white flowers are semi-double. Beautifully frilled at the edges, with a golden yellow center. Blooms throughout the spring, summer and autumn. Stems 15 to 18 inches.

Strong Divisions
Each 25c — 10 for \$2.25 — \$20.00 per 100

TRIAL OFFER

One plant each of MOUNT SHASTA, ESTHER REED, GIANT MARCONI and CHIFFON for \$1.50.

Regular Value \$1.75

GIANT DOUBLE GERBERAS

The long blooming period of these Gerberas (not less than ten months in California), their marvelous keeping quality as a cut flower plus their exquisite effect as a decorative subject place them in a class all their own.

We have selected these four Giant Double Gerberas as being the best out of numerous varieties tested for production and keeping quality of flowers, and believe each one of them to be the best in its color class: Marquita (yellow); La Paloma (pink); Diablo (red); La Golondrina (orange). **Strong Divisions or 4" Potted Plants, Each 75c — 10 Assorted for \$6.75.**

GIANT DOUBLE GERBERAS Mixed Colors

In addition to the named varieties shown on the cover of this bulletin, we have a splendid selection of about 12 distinct colors unnamed which we can supply in well balanced mixture.

Strong Divisions or in 4" Pots Established
Each 60c — 10 for \$5.50

HOWARD & SMITH GIANT SINGLE GERBERAS

For several years past we have grown and improved this strain through careful selection of seeds and roguing. Every imaginable color is found in this mixture. Flowers range from four to five inches across, with a very distinct improvement in the size and texture of the petals.

Strong Divisions or 4" Pots Established
Each 35c — 10 for \$3.25 — 100 for \$27.50

Special Offer No. 1

One strong division or 4" potted plant each of the 4 named varieties of our Giant Double Gerberas for
\$2.75

Regular Value \$3.00

Special Offer No. 2

3 strong divisions each of the 4 named Double Gerberas.

12 Plants in All for \$7.90

Regular Value \$9.00

NEW GIANT DUPLEX GERBERAS

Rosy Scarlet—Buff Orange—Rose Pink

An entirely new type of Gerbera. While having the general appearance of the singles, the flowers of the duplex gerbera not only have two rows of petals instead of one but the petals themselves are twice as broad as on the older type.

Strong Divisions — Each 75c — 10 for \$6.75

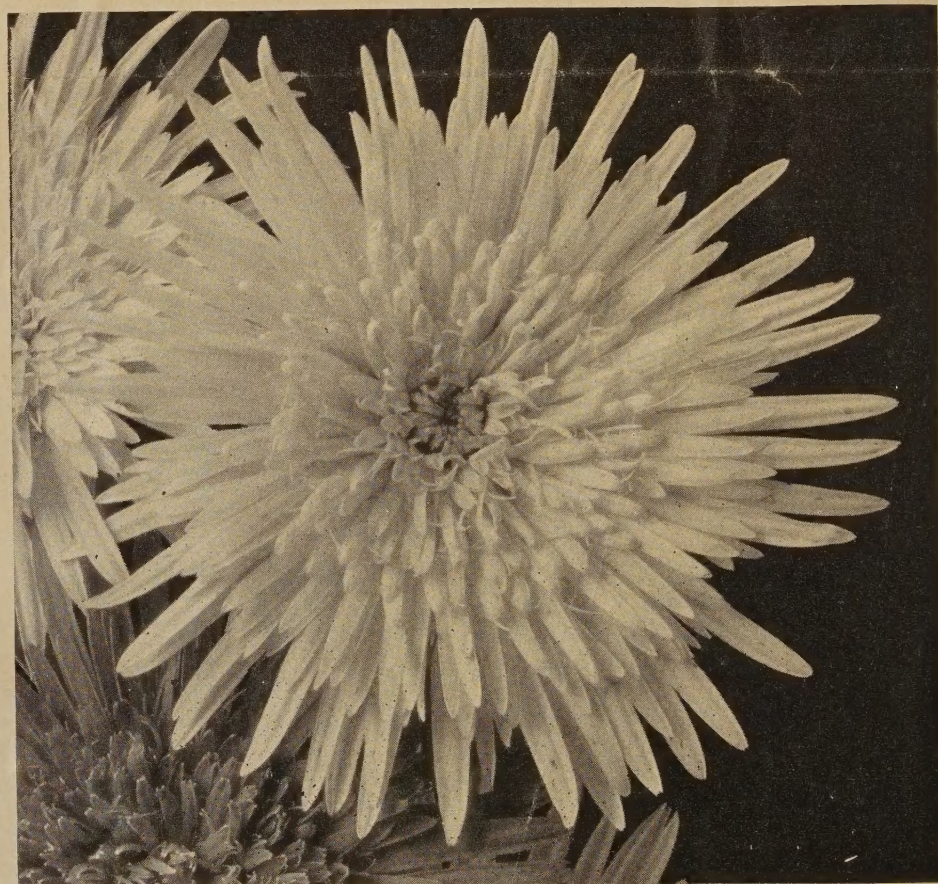
In mixed colors, from flesh pink to crimson and yellow to bronze and orange shades.

Strong Divisions — Each 50c — 10 for \$4.50

CULTURAL NOTE

The main essentials in their cultivation are a rich light-loamy or gravelly soil—good drainage—a full sunny position with the exercise of great care not to have any soil collect in the crown of the plant. The base of the plant at the crown should be even with the surface of the surrounding soil area.

Add 3% for California Sales Tax



Natural Size Flower Double Gerbera

INVITATION TO VISIT OUR SALES YARD AT MONTEBELLO, CALIF.

A cordial invitation is extended to our customers or others interested in plants, to visit our sales yard, located at 1200 Beverly Boulevard, Montebello. Our nurseries are only 25 minutes' ride from downtown Los Angeles. Two main arteries reach Montebello (1) Olympic Boulevard (extension of Ninth Street) going east, or East Third Street to East Beverly Boulevard, Montebello. We have a complete assortment of trees, shrubs, perennials, annuals, etc., on display at our yards. We are open every day, including Sundays, from 8 A.M. to 5 P.M.

2 SUPER - GIANT HOWARD and SMITH NEW VIOLETS

Blue Giant →

A magnificent novelty in Violets, considered from any point of view. It combines enormous length of stem, reaching, during blooming season, a length of ten to twelve inches, surmounted by blossoms which attain a diameter of one and one-half inches, and in favorable seasons even larger, and exhaling a perfume so strong that a few flowers placed in a vase serve to permeate a whole living room with that most delightful of all odors—a glorious Violet fragrance.

← *Royal Robe*

This glorious variety is an exact replica of Blue Giant in every respect save color, the latter being a lustrous shade of deepest violet-blue. The blossoms are exceedingly fragrant and open out flat like a Pansy or Viola. This characteristic is a patent fact in both Blue Giant and Royal Robe. The size is faithfully depicted in the accompanying engravings. It is quite unnecessary for us to expatiate on the transcendent beauty of these two Violets, their value for cutting purposes, etc.

Strong Plants That Will Flower This Spring. Established in 2½" Pots

Each 50c - 3 for \$1.25 - 10 for \$3.95 - 50 for \$19.00 - 100 for \$37.00

NOTE: We Have a Limited Amount of Extra-Strong Flowering Plants in 4" Pots at An Additional Price of 5c Per Plant